MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

BDT1014 – DIGITAL TRANSFORMATION TECHNOLOGIES

(All sections / Groups)

10 JULY 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages with 4 Questions only.
2. Attempt **ALL FOUR** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

LKH

QUESTION 1 (25 Marks)

a. Company Axion Sdn Bhd is considering outsourcing to an overseas company. Give FIVE (5) reasons why Axion Sdn Bhd should consider outsourcing.

(15 Marks)

b. In a presentation to a company, one of Axion's board member asked what is the "Internet" and what is a "World Wide Web". Describe these terms are and explain how it is related.

(10 Marks)

QUESTION 2 (25 Marks)

a. A data warehouse integrates multiple large databases and other data sources into a single repository. Give THREE (3) usage of data warehousing related to corporates. (15 Marks)

b. In a meeting between board members and consultants, there is a need to explain the difference between customized software and off-the-shelf software. Describe the reasons for using customized software and reasons for adopting an off-the-shelf software.

(10 Marks)

QUESTION 3 (25 Marks)

a. The banking industry is looking to explore and push Fintech as part of their initiatives to provide between services to its customers. However, customers are asking what innovative areas that drive Fintech. There are EIGHT (8) core areas of innovation driving opportunities in FinTech. Describe all EIGHT (8) areas.

(20 Marks)

b. Compare and describe the differences between payment using a financial institution and Per to Peer (P2P) concept payment.

(5 Marks)

Continued .....

QUESTION 4 (25 Marks)

a. Innovation is key for organizations attempting to gain or sustain a competitive advantage. Innovation involves creating new products or services that return value to the organization. Radical innovations, also known as disruptive innovations, use a markedly new or different technology to access new customer segments and significantly greater benefits. Describe the FOUR (4) types of innovation related to business and explain in detail what these innovations are.

(10 Marks)

b. Social Media has been used by both individuals and companies alike to promote, inform, display and means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. However, there are downsides and dangers in using social media applications. Give FIVE (5) dangers and downsides when using social media and explain in detail what these downsides are.

(10 Marks)

- Online Product Reviews
- Microblogging
- Social Networks
- Bad Vibes Going Viral
- Societal Impacts of Social Media

c. Computer crime is defined as the use of a computer to commit an illegal act. The broader definition includes targeting a computer while committing an offense, using a computer to commit an offense and using computers to support a criminal activity even though computers are not actually targeted. Give THREE (3) different types of computer crime and provide examples of each of the crimes.

(5 Marks)

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